

3PIESQUARED


Brand Guidelines

3 Pie Squared LLC

2022

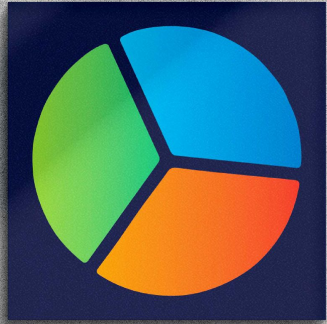


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ABOUT US



3PIE
SQUARED



3PIESQUARED

Since inception we have helped over 600 ABA practices improve their systems and processes. We provide updated policy manuals and handbooks that will work in any state! From HIPAA and In-network audits all the way to web design and marketing, we've got you covered! Our solutions allow you to return to the tasks that make your work worthwhile - improving the quality of life of those you are helping!

HISTORY

Founded in 2017, 3 Pie Squared LLC was sparked by Stephen Smith's realization that the ABA small business industry was struggling due to the difficulty of creating backend processes. Stephen's wife, April owns an ABA practice, where he works as the Director of Operations. He has seen first hand the need for companies like 3 Pie Squared.

Insurance guidelines, HIPAA, State, and Federal regulations are complex and the policies stemming from these take countless hours to create. That's where we come in.

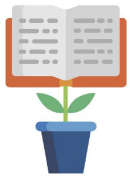
Website. www.3piesquared.com
E-mail. info@3piesquared.com
Phone. +1 (571) 295-5450

With our **CURIOSITY** to overcome our customers' **CHALLENGES**,
we strive to provide our customers with the most
comprehensive products and services on the market!

WHY 3 PIE SQUARED

- The mission of 3 Pie Squared LLC is to provide our customers with the most comprehensive products and services on the market.
- We use our curiosity to continuously improve our products and services to meet the challenges of our customers.
- We lean in to opportunity to better support our co-workers and customers.

We do this by aligning our performance with our core values:



Lean In
We embrace every opportunity
to learn and grow.



Selflessness
We put you first.



Curiosity
We are curious.
We want to know you and your goals



Integrity
We always follow through



Belief
We believe in you.
No matter what.



THE LOGO

ICON MARK



3PIE
SQUARED

BRAND NAME

LOGO TYPE

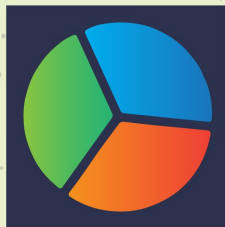
- ICON/SYMBOL



- LOGO VERTICAL



- LOGO HORIZONTAL



3PIESQUARED

LOGO VARIATIONS

IN BLACK & WHITE BACKGROUND



3PIESQUARED



3PIESQUARED



3PIE
SQUARED



3PIE
SQUARED

IN LIGHT COLOR BACKGROUND



3PIE
SQUARED



3PIE
SQUARED



3PIE
SQUARED



3PIE
SQUARED

IN DARK COLOR BACKGROUND



3PIESQUARED



3PIESQUARED



3PIESQUARED

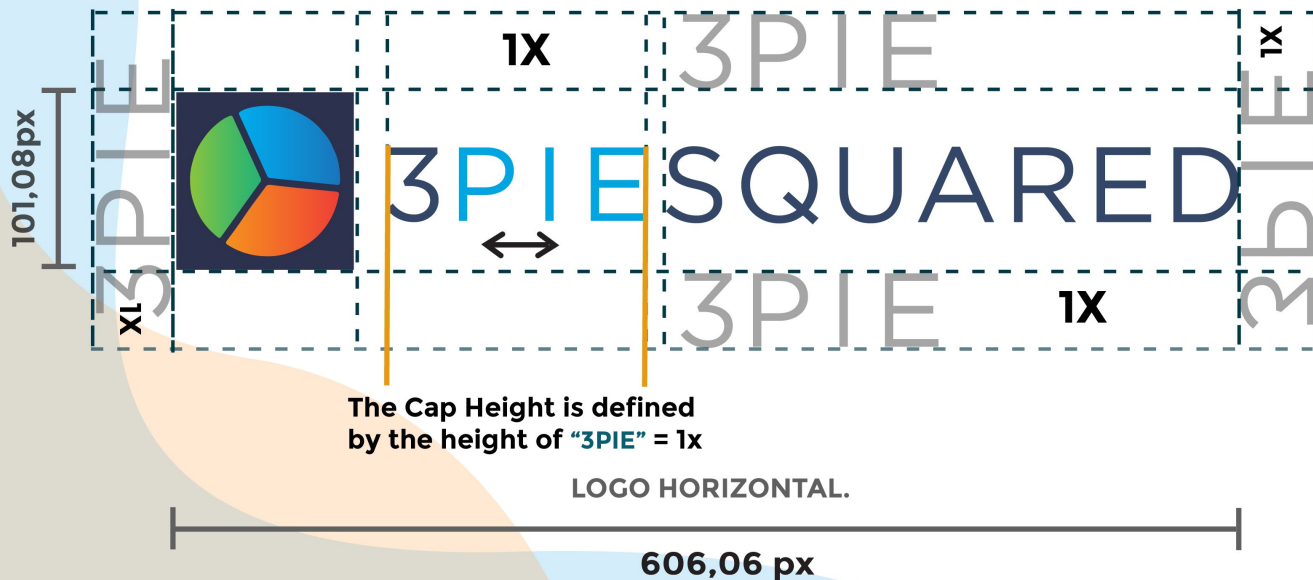


3PIESQUARED

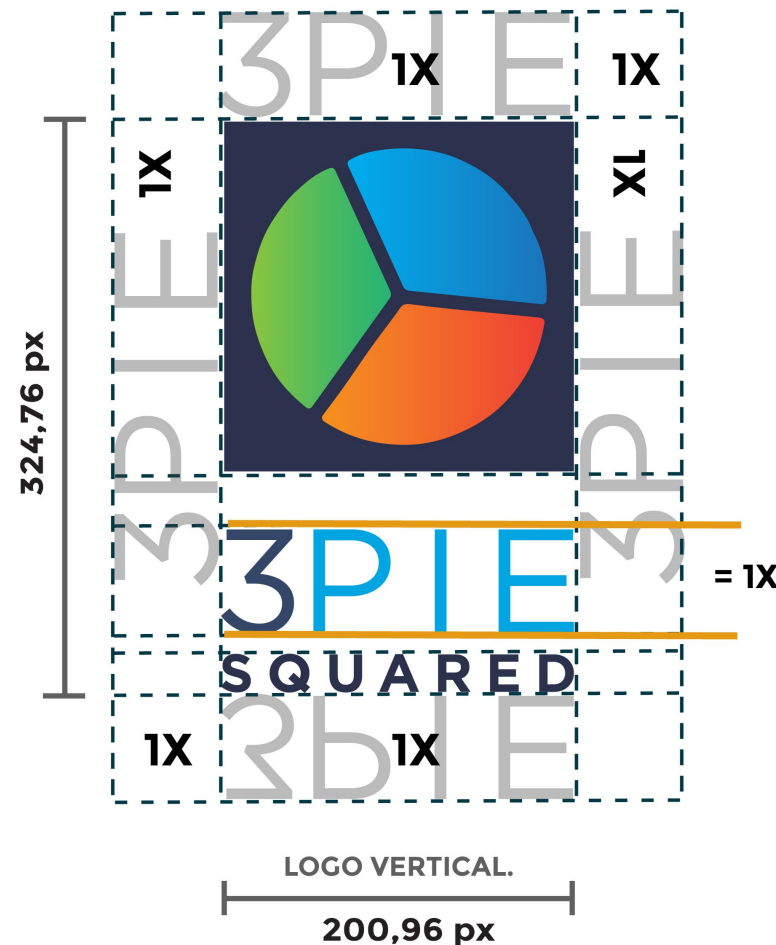
LOGO USAGE

Exclusion zones

To protect the clarity of the logo and ensure it has as much impact as possible, it should be surrounded by an area of space known as the exclusion zone. The exclusion zone is measured at the same size as the “3PIE” in the “3PIE SQUARED” name.



Exclusion zone which is determined by the character height of the smaller type within the 3PIE SQUARED logo.



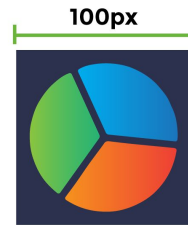
LOGO USAGE

Minimum width

Establishing a minimum size ensures that the impact and legibility of the logo are not compromised in application.



Minimum Size



3PIE
SQUARED



3PIE
SQUARED

Minimum Size

Maximum width

There is no Maximum size defined for this logo



3PIESQUARED

LOGO HORIZONTAL.

LOGO VERTICAL.



3PIE
SQUARED

TYPOGRAPHY

Gotham Book

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

- = ! @ # \$ % ^ & * () _ +

3PIESQUARED

Book Font Style

Gotham Bold

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

- = ! @ # \$ % ^ & * () _ +

3PIE
SQUARED

Bold Font Style

Book Font Style

COLOR PALETTE



3PIE
SQUARED



#8BC53F

RGB

139,197,63

CMYK

51,0,99,0

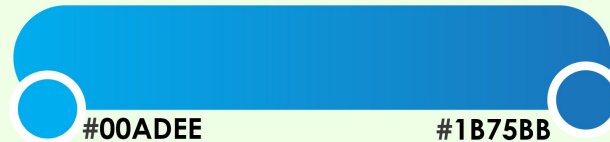
#29B473

RGB

41,197,115

CMYK

76,1,75,0



#00ADEE

RGB

0,173,238

CMYK

70,15,0,0

#1B75BB

RGB

27,117,187

CMYK

85,50,0,0



#F6921E

RGB

246,146,30

CMYK

0,51,99,0

#EE4036

RGB

238,64,54

CMYK

0,90,85,0



#2C314D

RGB

44,49,77

CMYK

86,79,44,41



#00A5E2

RGB

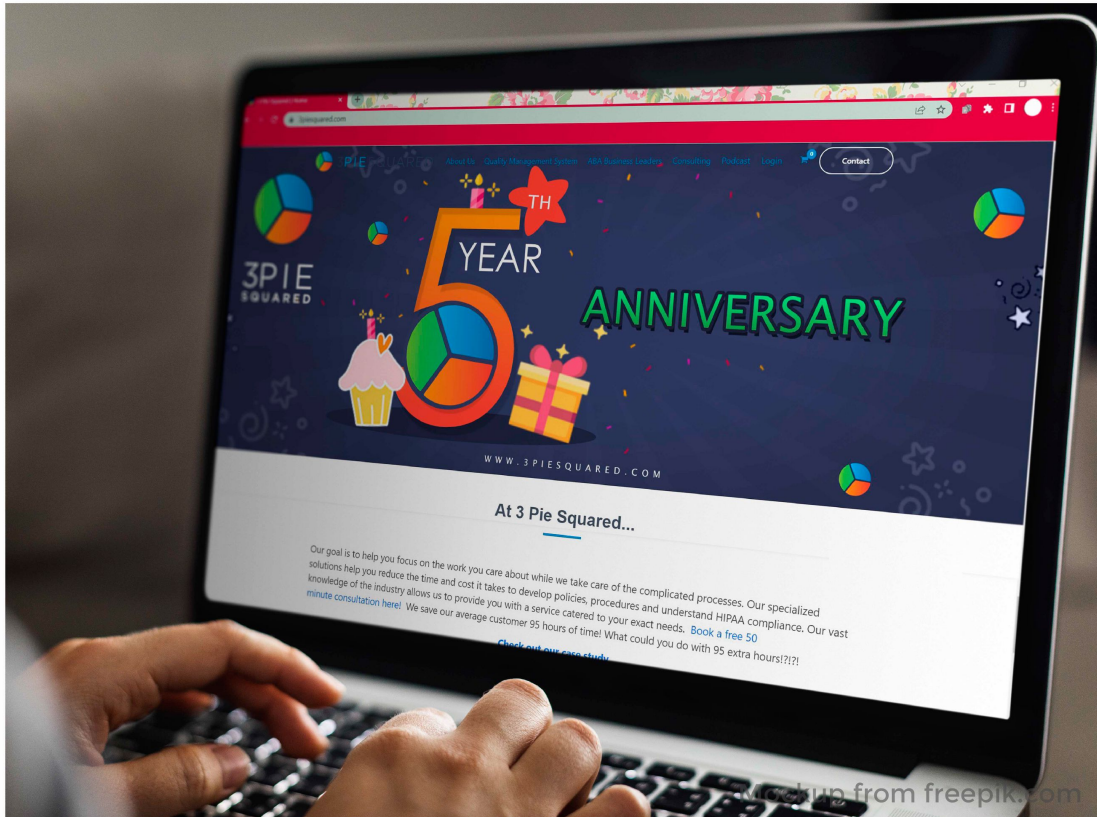
0,165,226

CMYK

73,18,0,0

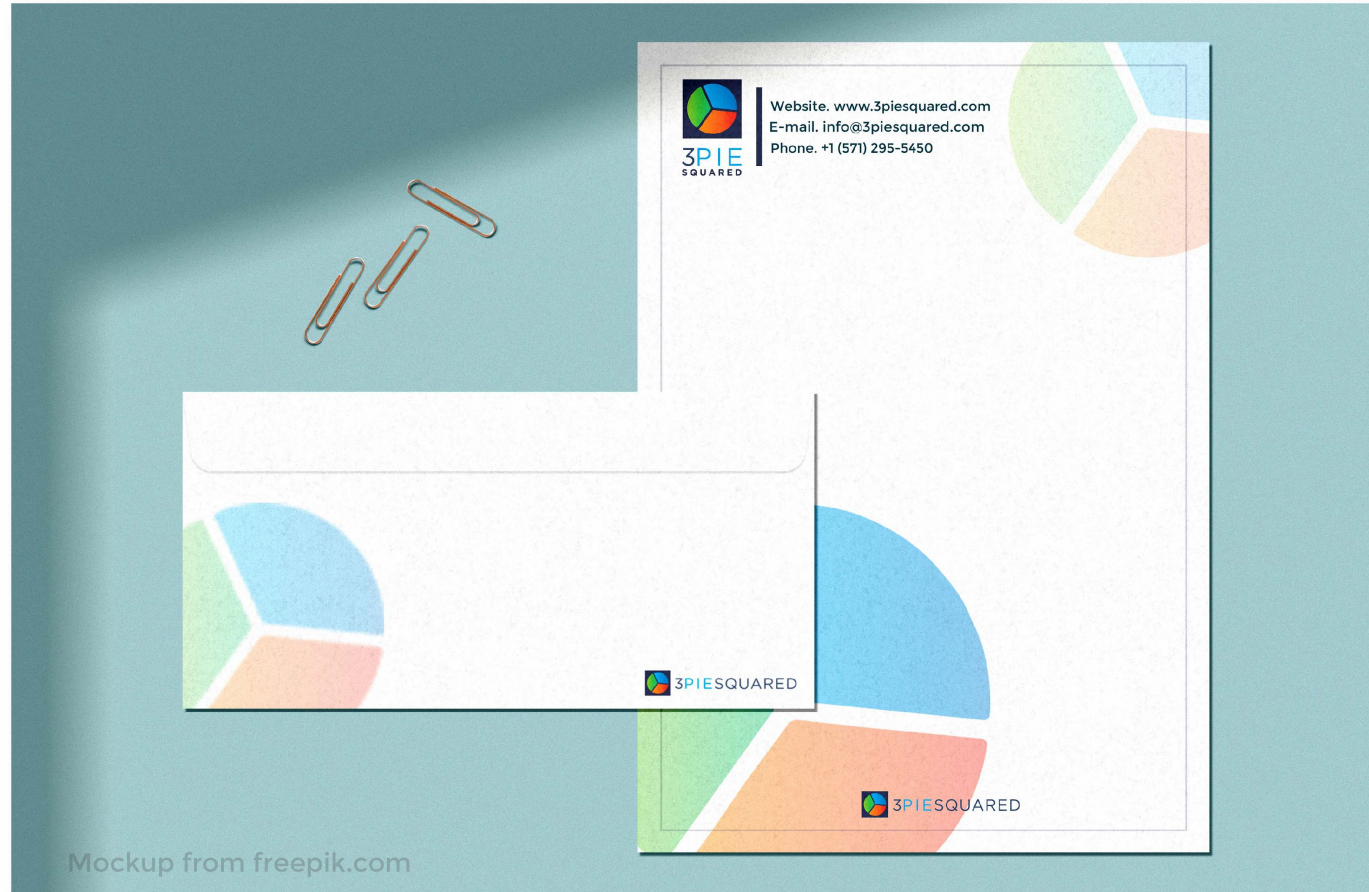
LOGO APPLICATION

- Website



LOGO APPLICATION

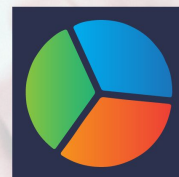
- Letterhead & Envelope



LOGO APPLICATION

- Name Card





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